

Rep Order# 6837939 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 195659

Printed: 09/20/2012 4:12 PM
Last Received: 09/20/2012 3:57 PM
Showing Buylines: All Rep Revised Lines

1 of 1

Station KASA-TV ALBUQUERQUE, NM.
Advertiser ().WILSON FOR NM SENAT
Product Order
Estimate# 925C01
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314

Agency C/P1/P2/E WLSN/ORDR/925C01
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

SC-II*

— REMARKS —

REV TO ADD TO SKED

ATTN ALL LINES

ATTN NEW TTI

PLEASE C

THANKS

195659 ADD

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	---	---	---	---	---	---	---	---	---	---	---
*63			10/01-10/01	1	\$25.00	:30	1	M	8A-9A	1	\$25.00
		Buyline Comment: NMSTYLE									5
		Sales Remark: V9 ADD TO SKED									
		V9 Added									
*64			09/26-09/28	1	\$75.00	:30	3	W-F	8A-9A	3	\$25.00
		Buyline Comment: NMSTYLE									5
		Sales Remark: V9 ADD TO SKED									
		V9 Added									
*65			09/26-09/28	1	\$150.00	:30	3	W-F	3P-4P	3	\$50.00
		Buyline Comment: RL									5
		Sales Remark: V9 ADD TO SKED									
		V9 Added									
*66			10/01-10/01	1	\$50.00	:30	1	M	3P-4P	1	\$50.00
		Buyline Comment: RL									5
		Sales Remark: V9 ADD TO SKED									
		V9 Added									
*67			10/01-10/01	1	\$30.00	:30	1	M	10A-11A	1	\$30.00
		Buyline Comment: SH									5
		Sales Remark: V9 ADD TO SKED									
		V9 Added									
*68			09/26-09/28	1	\$90.00	:30	3	W-F	10A-11A	3	\$30.00
		Buyline Comment: SH									5
		Sales Remark: V9 ADD TO SKED									
		V9 Added									

--REPORT TOTALS--

Report Totals: 48 / \$10,020.00

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Salesperson FAX# 215-568-1845

—SALES MONTHLY TOTALS—

Sep 12: 84 / \$20,830.00 Oct 12: 20 / \$5,210.00

Sales Totals: 104 / \$26,040.00

Station Totals: 104 / \$26,040.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$372,000	CABL	0%	KASA	7%	KASY	0%	KLUZ	0%	KOAT	35%
		KOB	26%	KRQE	32%	KWBQ	0%				

—COMPETITIVE COMMENTS—

EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 09/25/12-10/01/12

Order	Alt Order	Estimate	Date	Lengt	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
<i>Advertiser: POL/Wilson For NM Senate</i>									
<i>Agency: Smart Media Group</i>									
<i>Line: 1</i>									
<i>Line: 2</i>									
<i>Line: 3</i>									
<i>Line: 4</i>									
<i>Line: 5</i>									
<i>Line: 6</i>									
<i>Line: 7</i>									
<i>Line: 8</i>									
<i>Line: 9</i>									
<i>Line: 10</i>									
<i>Line: 11</i>									

[Sorted by: Line]

Spot Manager: All, 09/25/12-10/01/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
Advertiser: POL/Wilson For NM Senate									
Agency: Smart Media Group									
Line: 11									\$100.00
Line: 12									
Time Period: 5p-530p	195559 06837939 925C01	10/01/12	:30 P5			5:23:09 PM Order			\$100.00
Line: 13									\$100.00
Time Period: 530p-6p	195559 06837939 925C01	09/26/12	:30 P5			5:36:18 PM Order			\$150.00
Line: 14									\$150.00
Time Period: 530p-6p	195559 06837939 925C01	09/27/12	:30 P5			5:58:40 PM Order			\$150.00
Line: 15									\$150.00
Time Period: 530p-6p	195559 06837939 925C01	09/28/12	:30 P5			5:43:27 PM Order			\$150.00
Line: 16									\$150.00
Time Period: 530p-6p	195559 06837939 925C01	10/01/12	:30 P5			5:58:25 PM Order			\$150.00
Line: 17									\$150.00
Time Period: 9p-930p	195559 06837939 925C01	09/28/12	:30 P5			9:17:27 PM Order			\$400.00
Line: 18									\$400.00
Time Period: 930p-10p	195559 06837939 925C01	09/27/12	:30 P5			9:38:41 PM Order			\$300.00
Line: 19									\$300.00
Time Period: 9p-930p	195559 06837939 925C01	09/29/12	:30 P5			9:18:15 PM Order			\$275.00
Line: 20									\$275.00
Time Period: 930p-10p	195559 06837939 925C01	09/29/12	:30 P5			9:56:20 PM Order			\$250.00
Line: 21									\$250.00
Time Period: 9p-930p	195559 06837939 925C01	09/30/12	:30 P5			9:27:30 PM Order			\$400.00
Line: 22									\$400.00

[Sorted by: Line]

Spot Manager: All, 09/25/12-10/01/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 31

Time Period: 630p-7p

195659 06837939925C01	09/27/12	:30 P4	6:40:10 PM	Order	\$200.00
195659 06837939925C01	09/26/12	:30 P4	6:40:10 PM	Order	\$200.00
195659 06837939925C01	09/25/12	:30 P4	6:32:50 PM	Order	\$800.00

Line: 32

Time Period: 630p-7p

195659 06837939925C01	10/01/12	:30 P4	6:52:50 PM	Order	\$200.00
					\$200.00

Line: 33

Time Period: 7p-8p

195659 06837939925C01	10/01/12	:30 P5	7:19:30 PM	Order	\$800.00
					\$800.00

Line: 34

Time Period: 8p-9p

195659 06837939925C01	10/01/12	:30 P5	8:30:40 PM	Order	\$800.00
195659 06837939925C01	10/01/12	:30 P5	8:14:35 PM	Order	\$800.00

Line: 35

Time Period: 7p-8p

195659 06837939925C01	09/25/12	:30 P5	7:10:16 PM	Order	\$800.00
					\$800.00

Line: 36

Time Period: 8p-9p

195659 06837939925C01	09/25/12	:30 P5	8:14:55 PM	Order	\$600.00
					\$600.00

Line: 37

Time Period: 7p-8p

195659 06837939925C01	09/26/12	:30 P5	7:59:15 PM	Order	\$1,300.00
					\$1,300.00

Line: 38

Time Period: 7p-8p

195659 06837939925C01	09/27/12	:30 P5	7:14:35 PM	Order	\$1,300.00
					\$1,300.00

Line: 39

Time Period: 8p-9p

195659 06837939925C01	09/27/12	:30 P5	8:59:50 PM	Order	\$700.00
					\$700.00

Line: 40

Time Period: 6p-7p

195659 06837939925C01	09/30/12	:30 P5	Order	\$300.00
				\$300.00

Line: 41

[Sorted by: Line]

Spot Manager: All, 09/25/12-10/01/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
Advertiser: POL/Wilson For NM Senate									
Agency: Smart Media Group									
Line: 41									
Time Period: 7p-8p	195659 06837939925C01	09/30/12	:30 P5			7:39:31 PM	Order		
Line: 42									
Time Period: 8p-9p	195659 06837939925C01	09/30/12	:30 P5			8:10:21 PM	Order		
									\$800.00
									\$800.00
									\$800.00
Line: 43									
Time Period: (2:00-00 PM-5:00-00 PM)	195659 06837939925C01	09/29/12	:30 P5			4:59:05 PM	Order		
	195659 06837939925C01	09/29/12	:30 P5			2:38:40 PM	Order		
	195659 06837939925C01	09/29/12	:30 P5			3:49:50 PM	Order		
									\$150.00
									\$150.00
Line: 44									
Time Period: (10:00-00 AM-11:00-00 AM)	195659 06837939925C01	09/30/12	:30 P5			Order			
									\$350.00
									\$350.00
Line: 45									
Time Period: 9p-930p	195659 06837939925C01	09/26/12	:30 P4			Order			
	195659 06837939925C01	09/28/12	:30 P4			Order			
	195659 06837939925C01	09/25/12	:30 P4			9:08:41 PM	Order		
	195659 06837939925C01	09/27/12	:30 P4			Order			
									\$2,000.00
									\$2,000.00
Line: 46									
Time Period: 9p-930p	195659 06837939925C01	10/01/12	:30 P5			Order			
									\$400.00
									\$400.00
									\$400.00
Line: 47									
Time Period: 930p-10p	195659 06837939925C01	09/28/12	:30 P4			Order			
	195659 06837939925C01	09/27/12	:30 P4			Order			
	195659 06837939925C01	09/26/12	:30 P4			Order			
	195659 06837939925C01	09/25/12	:30 P4			9:38:11 PM	Order		
									\$1,600.00
									\$1,600.00
Line: 48									
Time Period: 930p-10p	195659 06837939925C01	10/01/12	:30 P5			Order			
									\$300.00
									\$300.00
									\$300.00
Line: 49									
Time Period: 9p-930p	195659 06837939925C01	09/29/12	:30 P3			Order			
									\$650.00
									\$650.00
									\$650.00
Line: 50									

[Sorted by: Line]

Spot Manager: All, 09/25/12-10/01/12 (09/21/12 1:30:13 PM)

Page 5 of 8

Spot Manager: All, 09/25/12-10/01/12

Order	Advertiser	Alt Order #	Order Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA										
Line: 50	Advertiser: POL/Wilson For NM Senate									
	Agency: Smart Media Group									
Line: 51	Time Period: 7p-8p	195659 06837939 925C01	09/30/12	:30 P5			Order			\$900.00
										\$900.00
										\$900.00
Line: 52	Time Period: 7p-9p	195659 068337939 925C01	09/26/12	:30 P5			3:30:45 PM Order			\$800.00
										\$800.00
										\$800.00
Line: 53	Time Period: 5p-530p	195659 068337939 925C01	09/28/12	:30 P5			Order			\$1,300.00
		195659 068337939 925C01	09/27/12	:30 P5			Order			\$1,300.00
										\$1,300.00
Line: 54	Time Period: 5p-530p	195659 068337939 925C01	10/01/12	:30 P5			Order			\$100.00
										\$100.00
										\$100.00
Line: 55	Time Period: 630p-7p	195659 068337939 925C01	10/01/12	:30 P5			Order			\$100.00
										\$100.00
										\$100.00
Line: 56	Time Period: 630p-7p	195659 068337939 925C01	09/26/12	:30 P5			6:34:50 PM Order			\$150.00
		195659 068337939 925C01	09/28/12	:30 P5			Order			\$150.00
		195659 068337939 925C01	09/27/12	:30 P5			Order			\$150.00
		195659 068337939 925C01	09/26/12	:30 P5						\$450.00
										\$450.00
Line: 57	Time Period: 4p-5p	195659 068337939 925C01	09/27/12	:30 P5			Order			\$50.00
		195659 068337939 925C01	09/28/12	:30 P5			Order			\$50.00
		195659 068337939 925C01	09/25/12	:30 P5			4:46:33 PM Order			\$50.00
		195659 068337939 925C01	09/26/12	:30 P5			4:30:52 PM Order			\$200.00
										\$200.00
Line: 58	Time Period: 4p-5p	195659 068337939 925C01	10/01/12	:30 P5			Order			\$50.00
										\$50.00
										\$50.00
Line: 59	Time Period: 12p-1p	195659 068337939 925C01	10/01/12	:30 P5			Order			\$50.00
										\$50.00
										\$50.00

Spot Manager: All, 09/25/12-10/01/12

Station: KASA Order # Estimate Date Length Priority Air Time Product Ad-ID Rate

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 59

Time Period: 12p-1p

			\$50.00
			\$50.00

Line: 60

Time Period: 12p-1p

195559 06837939925C01	09/28/12	:30 P5	Order	\$50.00
195559 06837939925C01	09/25/12	:30 P5	12:59:05 PM Order	\$50.00
195559 06837939925C01	09/27/12	:30 P5	Order	\$50.00
195559 06837939925C01	09/26/12	:30 P5	Order	\$50.00
			\$200.00	
			\$200.00	

Line: 61

Time Period: 2p-3p

195559 06837939925C01	09/28/12	:30 P5	Order	\$50.00
195559 06837939925C01	09/26/12	:30 P5	2:59:25 PM Order	\$50.00
195559 06837939925C01	09/27/12	:30 P5	Order	\$50.00
195559 06837939925C01	09/25/12	:30 P5	2:49:20 PM Order	\$50.00
			\$200.00	
			\$200.00	

Line: 62

Time Period: 2p-3p

195559 06837939925C01	10/01/12	:30 P5	Order	\$50.00
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			\$50.00
			\$50.00

Line: 63

Time Period: 8a-9a

195559 06837939925C01	10/01/12	:30 P5	Order	\$25.00
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			\$25.00
			\$25.00

Line: 64

Time Period: 8a-9a

195559 06837939925C01	09/27/12	:30 P5	Order	\$25.00
195559 06837939925C01	09/26/12	:30 P5	8:21:39 AM Order	\$25.00
195559 06837939925C01	09/28/12	:30 P5	Order	\$25.00
			\$75.00	
			\$75.00	

Line: 65

Time Period: 3p-4p

195559 06837939925C01	09/27/12	:30 P5	Order	\$50.00
195559 06837939925C01	09/28/12	:30 P5	Order	\$50.00
195559 06837939925C01	09/26/12	:30 P5	3:19:48 PM Order	\$50.00
			\$150.00	
			\$150.00	

Line: 66

Time Period: 3p-4p

195559 06837939925C01	10/01/12	:30 P5	Order	\$50.00
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			\$50.00
			\$50.00

Line: 67

Time Period: 10a-11a

195559 06837939925C01	10/01/12	:30 P5	Order	\$30.00
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			\$30.00
			\$30.00

Line: 68

[Sorted by: Line]

Spot Manager: All, 09/25/12-10/01/12

Order Type	Order ID	Customer Name	Product	Quantity	Unit Price	Total Price	Shipment Date	Delivery Status
Air	AIR-2023-001	John Doe	Product A	10	100.00	1000.00	2023-06-15	Shipped
Air	AIR-2023-002	Jane Smith	Product B	5	200.00	1000.00	2023-06-15	Shipped
Air	AIR-2023-003	David Johnson	Product C	8	150.00	1200.00	2023-06-15	Shipped
Air	AIR-2023-004	Sarah Williams	Product D	3	300.00	900.00	2023-06-15	Shipped
Air	AIR-2023-005	Michael Brown	Product E	7	120.00	840.00	2023-06-15	Shipped
Air	AIR-2023-006	Emily Davis	Product F	4	250.00	1000.00	2023-06-15	Shipped
Air	AIR-2023-007	Christopher White	Product G	6	180.00	1080.00	2023-06-15	Shipped
Air	AIR-2023-008	Olivia Green	Product H	2	400.00	800.00	2023-06-15	Shipped
Air	AIR-2023-009	William Blue	Product I	9	100.00	900.00	2023-06-15	Shipped
Air	AIR-2023-010	Alexander Red	Product J	1	500.00	500.00	2023-06-15	Shipped

AUDIT/DESIGN: FEDWIS/HI/WM 3/1/04

Key: *Child means group mean*

Time Period: 10a-11a

195659 06837939 925C01 09/26/12 :30 P5
195659 06837939 925C01 09/28/12 :30 P5
195659 06837939 925C01 09/27/12 :30 P5

Order

330.00	\$26,040.00
330.00	\$26,040.00
330.00	\$26,040.00
330.00	\$26,040.00

100

104